

# LEVERAGING NIEHS AND EPA TO EXTEND YOUR COMMUNICATIONS EFFORTS

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**Centers for Children's Environmental Health & Disease  
Prevention Research**

# NIEHS and EPA Communications Programs

- We want to help promote the work of the Children's Centers! Use our capabilities and resources.
- We have broad, international distribution networks.

Media Relations

Websites

Social Media

Fact Sheets/Multimedia

Public Inquiries

Monthly Newsletters

Community Forums and Science  
Education Events

National Science Conference  
Exhibits & Poster Sessions

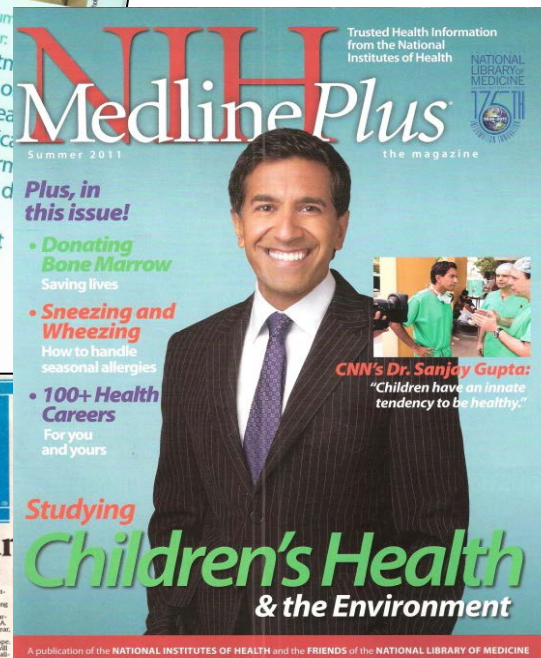
# Media Coverage 2011

## □ NIEHS

- ▣ Responds to 500 media requests
- ▣ 230 interviews (incl. grantees)
- ▣ Cited in 5,600 news stories
- ▣ News listserv ~900

## □ NCER/ORD

- ▣ Daily requests for background research information, data pulls
- ▣ 377 media requests
- ▣ Cited in more than 5,000 publications/articles
- ▣ NCER listserv ~ 20,000



# Strategy for Communicating with Stakeholders

Multiple activity approach – days of the stand-alone press release are gone

- Website as a content and dissemination machine
- Social/New Media such as twitter, blogs, podcasts, video
- Webinar/conference participation
- Targeted announcements/pitching



# Multiple Venues, One Voice

# Press Releases

- Limited in number
- Coordination increasing; impact decreasing
- Considerations:
  - ▣ Public health
  - ▣ Mass media interest
  - ▣ Study size
  - ▣ High impact journal
  - ▣ Timing
- Don't Forget:
  - ▣ Target audience (primary and secondary)
  - ▣ Tailored messaging
  - ▣ Regional focuses

FOR IMMEDIATE RELEASE:  
Thursday, November 10, 2011

FOR MORE INFORMATION CONTACT: A+ A-    Share



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## 10 Nov 2011: Wood stove intervention can reduce childhood pneumonia

NIH-funded study shows 30 percent decline in severe cases

Cooking stoves with chimneys can lower exposure to indoor wood smoke and reduce the rate of severe pneumonia by 30 percent in children less than 18 months of age, according to a new air pollution study funded by the National Institute of Environmental Health Sciences (NIEHS), part of the National Institutes of Health.

The study in the Nov. 10 issue of *The Lancet* showed that rates of severe childhood pneumonia were significantly reduced in households provided with a wood stove connected to a chimney, compared with homes where open, indoor wood cooking fires were used. The lead researchers at the University of California, Berkeley, report that carbon monoxide exposure levels were reduced 50 percent on average in the homes equipped with chimneys.

Though childhood deaths from pneumonia are relatively uncommon in the United States, it kills more children worldwide than any other disease, and open fires used for heating and cooking are thought to be a major cause. Pneumonia kills [almost 1.6 million children each year](#)  .

"Exposure to smoke from cooking stoves is a major global public health problem that affects nearly half of the world's population and contributes to approximately 2 million deaths per year," said Linda Birnbaum, Ph.D., director of NIEHS and the National Toxicology Program. "This is one of the first studies that shows how an intervention can reduce indoor air pollution from wood smoke, so people can live healthier lives." Birnbaum noted that the paper's release also coincides with [World Pneumonia Day](#)  on Nov. 12, which is geared toward raising awareness of the effects of pneumonia globally.

The NIH Randomized Exposure Study of Pollution Indoors and Respiratory Effects (RESPIRE) trial included a total of 534 households in rural Guatemala with a pregnant woman or young infant. The study participants were randomly assigned to receive a locally developed cookstove with a chimney or to continue cooking using traditional open wood fires. In all, 265 children were from the chimney-stove homes and 253 children were in the control homes. Trained field workers visited the homes every week for two years to record the children's health status. Sick children with cough and fast breathing were referred to physicians.

Although the study did not significantly reduce the total number of diagnosed childhood pneumonia cases, the reduction in severe pneumonia would likely result in reduced childhood mortality, according to the researchers.

"We found as large a benefit for severe pneumonia as more well-known public health interventions, such as vaccinations and nutrition supplements," said Kirk Smith, Ph.D., lead researcher for the study and a professor of global environmental health at the University of California, Berkeley. "Future investments into viable, large-scale stove and fuel interventions to reduce child exposure to household air pollution are certainly worth making."



**Special Announcements**

- EPA Bulletin:** A quarterly update increasing awareness and understanding of the environment. [Read More!](#)
- EPA 2012 STAA Competition Opens:** The Scientific and Technological Achievement annual Agency wide competition which recognizes outstanding published scientific staff. [Read More!](#)

## NCER

- Approx. 45,000 users per month/ 1,500 users per day
- 222,000 hits per month/ more than 7,000 hits per day
- Continually expanding to be a valuable resource tool

# Websites

- Pages are updated daily
- Includes videos, audio, and social media tools
- RSS feeds thousands of blogs and websites
- Resource tool

## NIEHS

- About 1.5M visitors/year who visit repeatedly
- Selected extramural publications
- Success stories

# NIEHS Kids' Pages

- ❑ 14M annual hits
- ❑ Fills a niche for environmental health-focused education content



# EPA & NIEHS Children's Center Pages

- New look & feel, detailed center breakouts
- Resource for research outreach
- Publications
- Webinar & event updates
- Announcement support



<http://www.epa.gov/ncer/childrenscenters>



# 2012 Children's Center Webinar Series

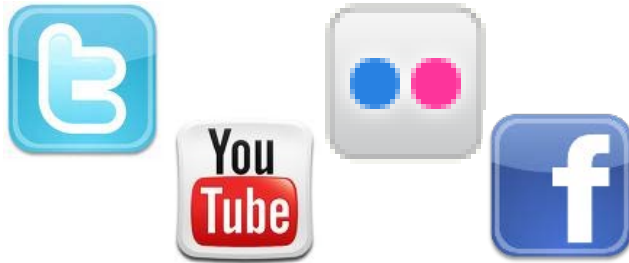
## Monthly webinar series

- ▣ Recent research findings
- ▣ Second Wednesday of each month
- ▣ Internal and external outreach
- ▣ High interest with more than 250 participants in first webinar

<http://www.epa.gov/ncer/childrenscenterswebinars>



# Use of Social Media

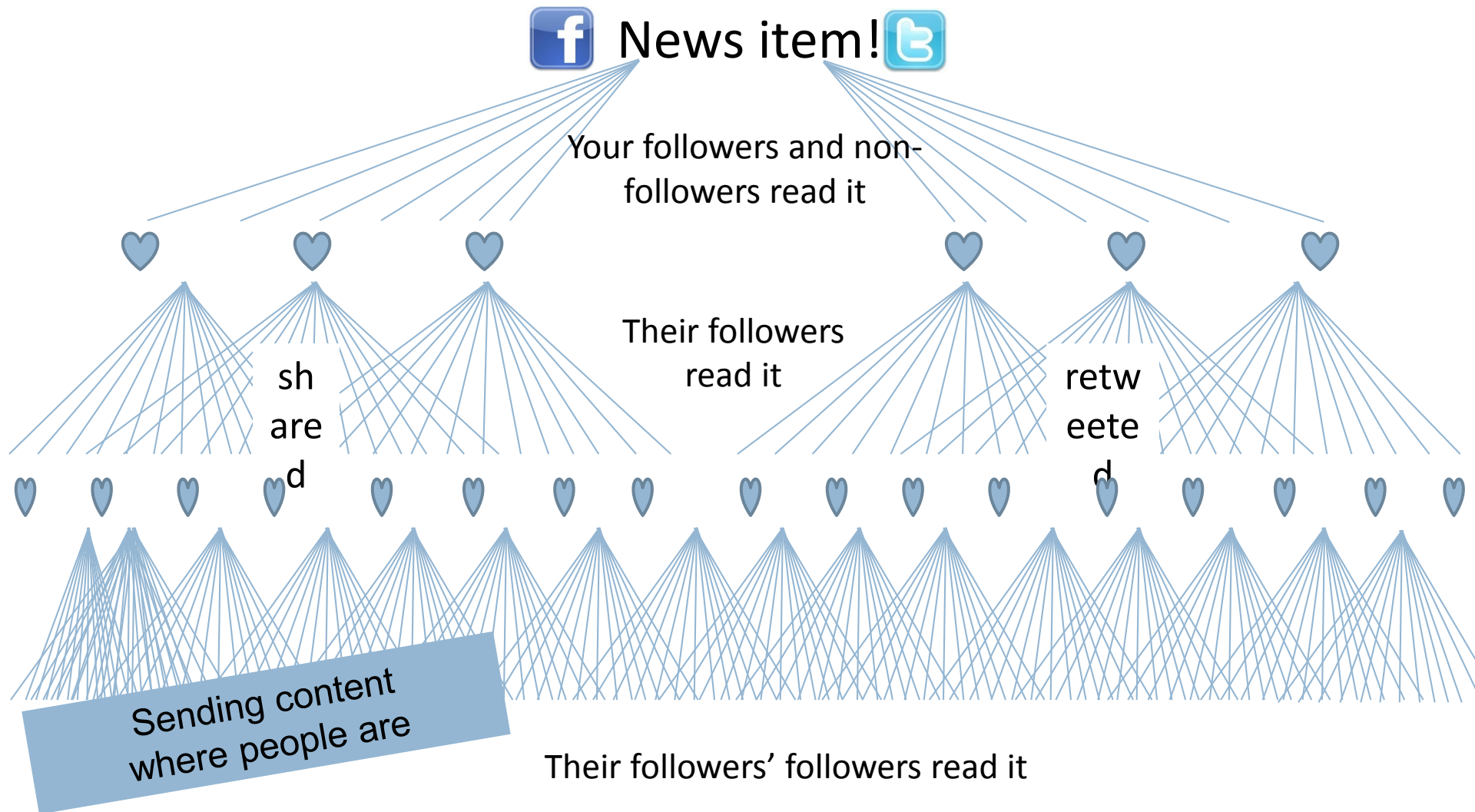


## General Purposes

- Communicate Research Findings
- Advertise Jobs
- Recruit for Clinical Trials
- Announce Meetings, Seminars, etc.
- Conduct Outreach and Education



# Why Social Media?



# Social Media — Twitter



- 200M twitter users
- NIEHS
  - ▣ Twitter.com/niehs established 2010
  - ▣ ~ 3000 followers and increasing at 15% per month (advocacy groups, universities, researchers, etc.)
  - ▣ Extended reach of ~ 600,000
  - ▣ Pan HHS reach of ~ 50M
  - ▣ Daily tweets

## Tweets

-  **US EPA Research** @EPAREsearch 1m  
2/8 Webinar learn what resources are available for limiting pesticide use in early care environments [ht.ly/8TOdC](http://bit.ly/8TOdC)
-  **Nature Medicine** @NatureMedicine 1m  
Q&A with billionaire biotech entrepreneur Patrick Soon-Shiong: [bit.ly/wLZuBX](http://bit.ly/wLZuBX)
-  **NIAID News** @NIAIDNews [← Reply](#) [↻ Retweet](#) [★ Favorite](#) · [Open](#)  
Learn about the #NIAID studies designed to prevent & treat #HIV infection among Black Americans [go.usa.gov/Qaw](http://go.usa.gov/Qaw) #NBHAAD #AIDS
-  **The Washington Post** @washingtonpost 1m  
We looked at the personal finances of every member of Congress. Here's what we found: [wapo.st/z8PD4Z](http://wapo.st/z8PD4Z) #capitolassets
-  **Samsung Mobile US** @SamsungMobileUS 18h  
If you missed last night's big ad, watch it again in the #AdScrimmage and show some love with a #VoteForNote! [smgm.us/qHj](http://smgm.us/qHj)  
Promoted by Samsung Mobile US  
Followed by FNIH.org
-  **NLM SIS** @NLM\_SIS 1m  
RT @amermedicalassn: RT @amednews: More people use mobile devices to look for health information [bit.ly/zy5HcA](http://bit.ly/zy5HcA)
-  **Science Magazine** @sciencemagazine 2m  
China's BGI sequencing powerhouse plans to sequence 1 million human genomes [scim.ag/zzHkdn](http://scim.ag/zzHkdn)
-  **NASA** @NASA 4m  
Did U Know: The planet Saturn has five planets? Enceladus, Rhea, Titan, Dione & Tethys. See Cassini's photographs! [go.nasa.gov/ykvi00](http://go.nasa.gov/ykvi00)
-  **HuffPost Green** @HuffPostGreen 1h  
Floating cities could be a reality within decades (VIDEO) [huff.to/yWCm5k](http://huff.to/yWCm5k)  
[↻](#) Retweeted by Robert D. Bullard

# @EPAREsearch - Twitter



- Twitter most actively used social media platform for EPA Research & Development news
- **@EPAREsearch**
  - Twitter.com/EPAREsearch established 2009
  - ~ 16,700 followers – increases by approx 758 followers per month\* (environmentalists, science enthusiasts, universities, researchers, green/eco folks etc.)
  - EPA has 23+ twitter accounts (total direct followers: ~ 251,000)
  - @EPAREsearch issues daily tweets

**US EPA Research**  
@EPAREsearch  
Office of Research & Development (ORD) is the scientific research arm of the US EPA.  
11 states + DC <http://www.epa.gov/research>

3,404 TWEETS  
343 FOLLOWING  
16,667 FOLLOWERS

**Tweets**

- US EPA Research @EPAREsearch 1h  
A great way to learn more abt EPA's research - check out & sign up for our Science Matters Newsletter [epa.gov/sciencematters/](http://epa.gov/sciencematters/)
- US EPA Research @EPAREsearch 1h  
"EPA's research is compelling...EPA improves quality & length of lives & helps create jobs thru new technologies & innovation" Dr Anastas
- US EPA Research @EPAREsearch 2h  
In @cenmag [bit.ly/AntTyb](http://bit.ly/AntTyb) Anastas says great achievement: EPA's [bit.ly/WYDAur](http://bit.ly/WYDAur)

**National**

- LisaPJackson – from the EPA Administrator
- Greenversations – blog posts
- Energy Star – save energy and protect the environment
- EPAjobs – job announcements
- EPAiplus – Indoor airPLUS
- EPAespanol – en español
- EPAairmarkets – Clean Air Markets
- EPAlive – live tweeting
- EPAnews – news releases
- EPAwater – water news, activities, opportunities and resources.
- EPAresearch – Research and Development
- EPAsmartgrowth – SmarthGrowth communities
- EPAweb – additions to epa.gov
- EPAgreenbldg – Green Building tips, guidance, and news
- EPAWaterSense – water-efficient products and services

**Regional**

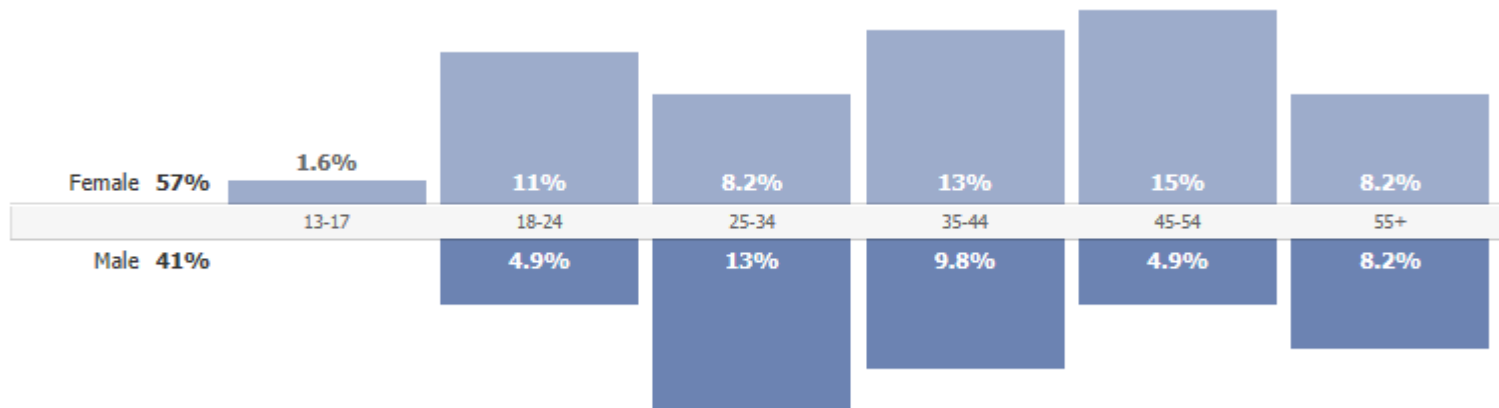
- EPANewEngland – related to CT, ME, MA, NH, RI, VT
- CurtSpalding – EPA New England Administrator
- EPAaerovox – Aerovox Mill demolition in New Bedford, MA
- EPAregion2 – related to NJ, NY, PR, VI
- EPAregion3 – related to DE, DC, MD, PA, VA, WV
- EPAregion6 – related to AR, LA, NM, OK, TX
- EPAregion9 – related to CA, AZ, NV, HI, Pacific
- EPAcolumbia – from Columbia River Coordinator



# Social Media — Facebook



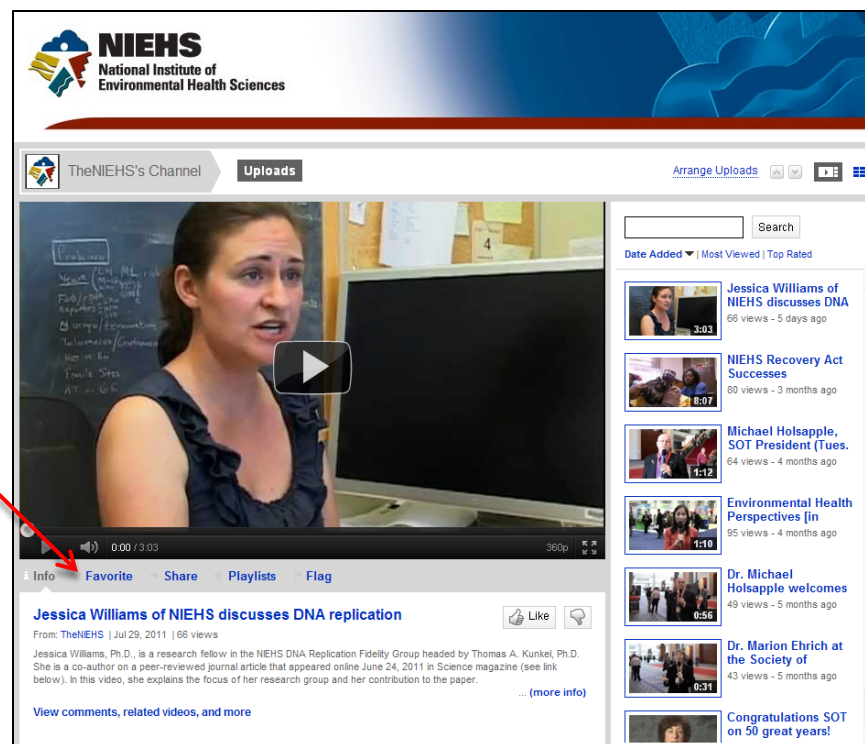
- 800M total users
- EPA
  - ▣ Facebook.com/EPA
  - ▣ Active daily engagement
- NIEHS
  - ▣ Facebook.com/nih.niehs established Nov. 2011
  - ▣ New NIH social media policy



# Social Media — YouTube



- ❑ 490M unique users monthly
- ❑ Houses growing library of videos
- ❑ Goal to produce and feature more NIEHS/EPA and grantee videos
- ❑ **NIEHS**
  - ❑ Youtube.com/theniehs established March 2011
  - ❑ “Favorite” links to grantee videos (e.g., Breast Biologues, In Small Doses: Arsenic) — encourages additional views
- ❑ **EPA**
  - ❑ Youtube.com/USEPAgov established Sept 2007
  - ❑ 3,439 subscribers / 283,582 video views



<http://www.youtube.com/theniehs>

<http://www.youtube.com/USEPAgov>

# Other Social Media

- Flickr page makes images, photos, and graphics more accessible and searchable.

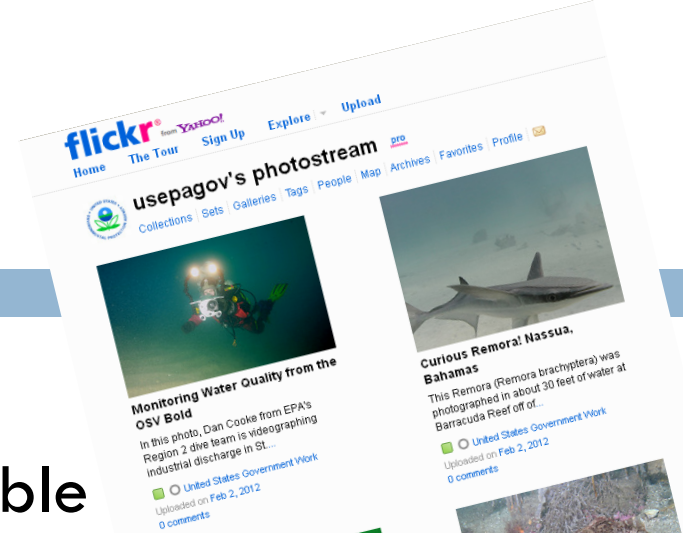
- Don't forget blogging!



<http://www.epa.gov/epahome/socialmedia.html>

- Evaluating other channels and tools to increase reach, including:

- Google+
- Other social media
- Mobile (Iphone and Ipad) Apps
  - 200M iDevices sold, 350K apps







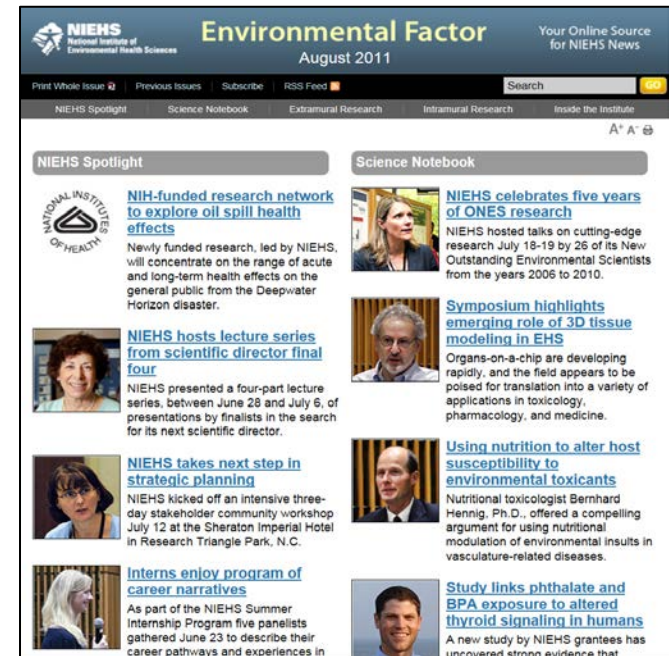
mrry chrstms & hppy nw yr!  
bill, pm, sm & jck



# Newsletters

## □ NIEHS

- 300K visitors/year
- 1,100 subscribers
- 30-40 stories every month from diverse sources



## □ EPA Research

- EPA Science Matters Newsletter
- [www.epa.gov/sciencematters](http://www.epa.gov/sciencematters)
- 38,000 electronic subscriptions





# Additional Resources

- Fact Sheets
  - ▣ NIEHS Library of 60+ fact sheets and brochures
  - ▣ EPA Research topic fact sheets
- Supporting multimedia for One Voice
  - ▣ Talking Points/key messages
  - ▣ Approved quotes
  - ▣ One-page summaries
  - ▣ Widgets
  - ▣ Graphics



# How to leverage

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## **Coordination**

- Keep your program and communications contacts in the loop
- Be aware of all the resources (benefits and limitations)
- Follow – Like – Friend - Connect with us!

## **Timing**

- Weeks in advance (manuscript submittal) for press release
- Much shorter for other efforts

# Thank you!

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[www.niehs.nih.gov](http://www.niehs.nih.gov)



[www.facebook.com/nih.niehs](http://www.facebook.com/nih.niehs)



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[www.twitter.com/niehs](http://www.twitter.com/niehs)



[www.epa.gov/ncer/childrenscenters](http://www.epa.gov/ncer/childrenscenters)



[www.facebook.com/EPA](http://www.facebook.com/EPA)



[www.youtube.com/USEPAgov](http://www.youtube.com/USEPAgov)



[twitter.com/EPAresearch](http://twitter.com/EPAresearch)

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